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# A Profile of Canadian Exporters

1993-99



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Statistics Canada  
International Trade Division

# A Profile of Canadian Exporters

1993-1999

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## Note of appreciation

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## HIGHLIGHTS

The data presented in this publication indicate the following:

- In 1999, 29,243 establishments reported domestic exports of \$30,000 and over—representing a 26% increase from 1993 and a 2.7% drop from 1997
- In 1999, the value of domestic exports of these establishments reached \$325 billion, an 84% increase from 1993, and a 17% increase from 1997
- In 1999, 5% of exporting establishments accounted for almost 83% of the total value of exports
- In 1999, 62% of exporting establishments had exports of less than \$1 million annually; exports from these establishments accounted for only 1.5% of the total value of exports
- 92% of establishments that exported in 1993 continued exporting throughout various years up to 1999
- 90% of exporting establishments with a value of exports of \$25 million or more in 1993 continued exporting every year up to 1999
- In 1999, 90% of new exporters had a value of exports of less than \$1 million
- In each of the years 1993 to 1999 around 90% of all exporters came from Ontario, Quebec, British Columbia and Alberta

## INTRODUCTION

This publication presents statistics on exporting establishments derived from the Exporter Registry for the years 1993 to 1999. This is a follow-up to the initial Exporter Registry release on the years 1993 to 1997 (catalogue number 65-506-XIE, September 2000). In adherence to the original principles, this publication continues to provide information on the number of exporters as well as on the values of their domestic exports by industry, size, province of residence and destination.

The establishment is the statistical unit of measure. Consequently, throughout the publication, any reference made to exporters represents statistical establishments that export. The Exporter Registry only includes establishments that have exported commodities valued at \$30,000 and above annually. This means that an exporting establishment whose annual value of exports in a particular year is below \$30,000 will not be included in the registry for that period, even though it may be exporting.

This publication is divided into four sections, each having subsections.

Section 1, "Data Concepts and Definitions," provides an outline of the fundamental principles of the Exporter Registry.

Section 2, "Analysis," presents an

overview followed by more detailed analyses of new exporters, commodities and enterprises.

Section 3, "Methodology and Data Quality," describes the methods used in deriving the estimates and describes their limitations.

Section 4, "Statistical Tables," contains tabular data for the years 1993 to 1999.

## SECTION 1: DATA CONCEPTS AND DEFINITIONS

### Statistical Units of Measure

Statistics Canada's Business Register (BR) is a central repository of information on businesses operating in Canada. It is used as the principal frame for most of Statistics Canada's economic statistical programs, including the Exporter Registry. The BR provides consistent and standardised establishment and enterprise level data on an annual basis.

The standardised model developed at Statistics Canada consists of a four-level hierarchy of statistical entities:

- enterprise—the top of the hierarchy, which is associated with a complete (consolidated) set of financial statements;
- company—the level at which operating profit can be measured;
- establishment—the level at which the accounting data required to measure production are available (principal inputs, revenues, wages, etc.); and
- location—the bottom of the hierarchy, which requires only the number of employees for delineation.

As in the first publication, the statistical unit used in the Exporter Registry is the statistical establishment. A statistical

establishment represents a 'unit of production,' such as a factory plant or a head office. A statistical enterprise represents the sum of statistical establishments under its control.

The industry of the exporter may sometimes be different from the industry of the enterprise. Although this publication attributes exports to the industry of the exporter, data on the top 50 enterprises that export are also provided.

Applying the establishment as the statistical unit enables the use of the Standard Industrial Classification for Establishments (SIC-E). This classification measure is product-based and coincides closely with the Harmonized Description and Coding System (HS) employed by the International Trade Division (ITD) of Statistics Canada to measure international commodity-based trade.

Only the Exporter Registry provides time series statistics on exporting establishments and enterprises. The BR only takes an annual snapshot of statistical entities; linking through time can therefore be a complex task, as enterprises can change structure because of internal re-organisation or as a result of mergers or take-overs.

Often, during mergers and take-overs as well as internal re-organizations, only the enterprise structure is impacted with the



establishments remaining unchanged. A new enterprise identifier (i.e., business number) is not always created when two or more enterprises amalgamate; therefore, during the Exporter Registry updates the most recent structure is allocated throughout time.

As an example, let's look at two enterprises: ABC and XYZ. Enterprise XYZ began exporting in 1993 and was taken over by enterprise ABC in 1998. During the take-over enterprise ABC transferred its own business identifier to enterprise XYZ. The Exporter Registry looks at the most recent data year on the BR and transfers this information back to the beginning of the time series. In 1999, enterprise XYZ is no longer on the BR, only enterprise ABC exists. Say enterprise ABC also had exports starting in 1993. Throughout the time series enterprise ABC would now replace XYZ. Technically both existed together for a period (1993 to 1997); however, because of the data refreshment on the Exporter Registry in 1999, only one enterprise is now recorded as existing from 1993 to 1999.

It is important to note that this situation occurs only at the enterprise level: the establishment identifier number never changes during mergers or take-overs. This is another reason why the establishment level was selected to measure the exporter.

Subsequent releases of the Exporter Registry will conform to the North

American Industry Classification System (NAICS), which is process-based rather than product-based.

### **Coverage of the Exporter Registry**

Merchandise trade transactions for a given year include domestically produced exports as well as re-exports.<sup>1</sup> The Exporter Registry includes only the value of domestically produced exports; it covers approximately 95% of these domestic exports. The remaining 5% that is not covered can be attributed to the following:

- Very small exporters: Establishments with less than \$30,000 of commodity exports annually are out of the scope of the Exporter Registry. It can be difficult to identify, track and classify small exporters by business frame because of the infrequency of their exports or the low quality of the source documents. Since many of these exporters (such as farmers and fishers) tend to be unincorporated businesses,

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1. Re-exports represent commodities imported to Canada and exported to another country without being materially transformed, including foreign goods withdrawn for export from bonded customs warehouses. This definition does not apply to commodities of United States origin that return to the United States from Canada without being transformed, as these goods are coded to HS 9904.00.

individuals or institutions, we must strike a balance between the time, effort and cost of linking these establishments and their relative benefit. As a result, exporters with less than \$30,000 in annual transactions are not included in the Registry.

- **Special trade transactions:** Merchandise exports are a record of commodities that cross the border. Exporters range from large multinational corporations to individuals sending personal effects to another country. The objective of the Exporter Registry is to identify Canadian establishments that export—it is therefore important to remove any data that are not in some way related to business activity. One way to do this, at least in part, is to eliminate all commodities that most likely would be exported by individuals for personal, non-business use. These commodities are mainly identified in Chapter 99 of the HS commodity classification.
- Confidential transactions that are allocated to Chapter 99 are not in the Registry.

For comparative purposes, Table 4.4 contains the Exporter Registry value totals as well as the published ITD domestic export value totals. Table 1.1 outlines a list of the commodities that are not covered by the Exporter Registry.

**Table 1.1 Commodities excluded from the Exporter Registry**

HS Code	Description
9901.00.00	Unclassifiable exports
9902.00.00	Groceries
9903.00.00	Duty-free shop exports
9904.00.00	Goods of U.S. origin returning to the U.S. without undergoing any transformation

**Source:** The Harmonized Commodity Description and Coding System.

*Non-reported trade*

Canadian exports to non-U.S. destinations valued at less than \$2,500 do not have to be reported to Canada Customs and Revenue Agency (CCRA). Therefore, this information does not appear in International Trade Division's export statistics and would also not appear on the Exporter Registry.

**Existing Dimensions of the Exporter Registry**

The Exporter Registry currently disseminates data on the number and merchandise export values of exporters by industry grouping, exporter size (based on the value of exported merchandise), province of residence and destination. While the tables in this publication address each of these dimensions separately, multi-dimensional tables are available at aggregated levels and can be purchased. Despite aggregation, not all data in this format can be released because of confidentiality issues.

Some descriptive background information on these dimensions follows.

### *Industrial classification*

The Exporter Registry currently classifies exporters by the Standard Industrial Classification for Establishments (SIC-E). Since the SIC-E is product-based, most data released using this classification system relates to the producer rather than the exporter. As the exporter and the producer can be different entities, some distortions can exist in industry classifications based on product.

For example, enterprise ABC is composed of two separate establishments (situated in different areas). One establishment (a plant) only produces goods; the other only distributes them (including exports). Each establishment has its own SIC-E code. If the distribution establishment is always the exporter for ABC's exports, then this will be the establishment on the Exporter Registry and the exports will be attributed to a wholesaling SIC-E code. This can explain why Wholesale Trade accounts for such a significant share of exports (about 11% of total value and 23% of the number of exporters in 1999) on the Registry.

A similar phenomenon holds for the Business Service group. Part of the reason why this group accounted for 1.5% of total value and a relatively large percentage of exporters (almost 5%) for 1999 stems from corporate head offices being listed as the exporter of record. If a corporate head office is reporting the domestic export, then the SIC-E code for that head office—normally a

business service code—is attributed to that export.

The Exporter Registry covers trade in domestically produced merchandise and not trade in services. Thus, the Registry does not cover trade in services such as consulting. However, if a consulting establishment exported office furniture or any other commodity, then this consulting establishment would be on the Registry and the attributed SIC-E code would be a Business Service code.

### *Exporter size*

This concept provides a key variable in the analysis of the exporting community, given the high proportion of exports by a small proportion of exporters. Each exporting establishment has been assigned to a size class according to the value of its domestic exports to all countries. Since the size refers only to the value of the establishment's exports, it is possible to have a large producer classified as a small exporter.

### *Province of residence*

The term 'province of residence' represents the province where the exporting establishment is located. 'Province of origin' represents the province in which commodities are grown, extracted or manufactured.

Since 1984, Statistic Canada's International Trade division has been reporting merchandise trade statistics

by province of origin.<sup>2</sup> The Exporter Registry reports by province of residence. By identifying the exporter, we can classify commodities according to the residence of the exporter rather than the origin of the manufacturer. This is important because manufacturing a commodity is often a different activity from exporting it. For example, for a commodity manufactured in Ontario and exported by a wholesaler in Nova Scotia, the province of origin recorded on the Customs document would be Ontario, where it was produced, although the actual exporter resides in Nova Scotia. The exporter's province of residence is obtained from Customs and other government documents.<sup>3</sup>

**Table 1.2 Comparing total value by province of residence and province of origin, 1999**

Province	Residence	Origin
	% of total value	
Newfoundland	0.5	0.9
Prince Edward Island	0.2	0.2
Nova Scotia	1.3	1.2
New Brunswick	1.7	1.8
Quebec	19.1	18.2
Ontario	52.8	53.2
Manitoba	3.0	2.4
Saskatchewan	1.6	2.6
Alberta	10.9	10.1
British Columbia	8.8	9.4
Yukon	0.0	0.0
Northwest Territories	0.1	0.1
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Note:** Nunavut has been combined with the Northwest Territories for 1999

2. Prior to this, export statistics were presented by province of lading.

3. See Section 3, Methodology and Data Quality, for detailed information.

Often, the exporter is the same as the producer and both exist in the same area. However, when these two functions are separated and located in various provinces, the province of origin and province of residence values do not coincide. Table 1.2 shows that Nova Scotia, Quebec, Manitoba and Alberta have higher percentage shares of total value by province of residence than by province of origin. This indicates that these provinces had slightly more (under 1%) commodity-exporting establishments than commodity-producing establishments, which may be attributed to wholesaling industries and head office activities. The opposite holds for the remaining provinces: they showed slightly higher production values than export values. The Yukon and Northwest Territories displayed no significant difference between the two concepts.

#### *Destination*

The destination countries or states (of the United States) indicated on Customs documents were used to allocate an establishment's exports. Specific destinations were aggregated to five U.S. regions and five country groupings. Those aggregates were further aggregated to U.S., non-U.S., U.S. only, non-U.S. only, both U.S. and non-U.S., and a total of all countries.

Note that an establishment can export to different destinations and therefore can be counted in more than one destination. For this reason, population counts shown in

the Tables 4.3 and 4.4 are not always additive. For example, U.S. exporters cannot be added to non-U.S. exporters to calculate the total number of exporters. However total exporters can be derived by adding exporters in the categories 'U.S. only,' 'non-U.S. only' and 'both U.S. and non-U.S.'

## SECTION 2: ANALYSIS

### Analytical Overview

Data for the years 1998 and 1999 followed the distributions of previous years (1993 to 1997): a small number of large exporters accounted for the bulk of the value of exports, while a large number of small exporters accounted for a minimal percentage of the value.

Overall, export growth was strong from 1993 to 1999. Value increased by 84% and the number of establishments grew by 26%. Nearly all industry groupings showed positive growth in the value of exports over this period (tables 4.1 and 4.2). The only exception was Beverage and Tobacco Products, which fell by 11.8%. The same situation held for the number of exporters, with all industry groupings showing positive growth except Agriculture and Related Services (-2.7%) and Fishing, Trapping, Logging and Forestry (-10.5%).

Several industry groupings exceeded 100% growth in value. Excluding manufacturing industry groupings, the industries showing the largest growth rates from 1993 to 1999 were Retail Trade (262.3%), Communication and Other Utilities (189.4%), and Agriculture and Related Services (124.1%). For industries in the manufacturing sector, growth in values was highest for Furniture and Fixture (261.4%), Electrical and Electronic Product (245.0%) and Clothing (240.6%).

Increases in the values of exports also occurred in many industries from 1997 to 1999, the only exceptions being some of Canada's natural resource-based industries, as well as Finance and Insurance, and Business Service.<sup>4</sup> The largest growth in the number of exporters occurred within Retail Trade (14.8%), while the largest drop was found in Communication and Other Utilities (-17.2%). Compared with data for 1993 to 1999, during this period more variations in the number of exporters were noted, which can partly be attributed to the shorter time period.

The largest share of the value of exports in 1999 was in Transportation Equipment (29.7%), followed by Wholesale Trade (10.7%), Electrical and Electronic Products (7.6%) and Paper and Allied Products (5.4%).

On an industry basis, the largest share in the number of exporters for 1999 occurred in Wholesale Trade (22.8%), Fabricated Metal Products (7.7%) and Machinery (5.3%).

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4. Note these are the commodities exported by these industry groups and not the exports of their services.

## Exporting Patterns

*Establishments with high-value exports are more likely to continue exporting every year*

Exporting establishments with a large value of exports maintained the highest percentage share of the number of all establishments that exported every year since 1993. Ninety percent of 1993 exporters with a value of exports of \$25 million or more continued exporting every year up to 1999. Only 1% did not export again after 1993. The remaining 9% exported in some years over this period.

In contrast, only 30% of 1993 exporters with a value of exports less than \$100,000 exported every year from 1993 to 1999.<sup>5</sup> Eighteen percent did not export again after 1993. The remaining 52% exported in some years.

Among all size classes, 58% of 1993 exporters continued exporting every year until 1999. Only 8% did not export again after 1993. The remaining 34% exported in some years over this period. This indicates that overall stability exists within the exporting population.

*Most establishments do not resume exporting after 5 years of inactivity*

The data supports the hypothesis that the longer an establishment has stopped exporting, the less likely it is to resume exporting. It is important to reiterate that the Exporter Registry

5. This includes exporters that moved to a higher size category.

only tracks the exports of an establishment, not whether the establishment is in or out of business. Thus, it is possible for an establishment to cease exporting and no longer be counted on Exporter Registry but still exist.

Fifty-five percent of 1993 exporters that did not export the following year (1994) returned to exporting in 1995. Of the 1993 exporters that did not export for a 5-year period after 1993 (i.e., from 1994 to 1998), only 5% returned to exporting in 1999 (see Table 2.1)

**Table 2.1 Relationship between the period of establishment inactivity and exporting**

Years of inactivity	Percent of establishments that resumed exporting the following year
1994	55
1994 to 1995	30
1994 to 1996	22
1994 to 1997	12
1994 to 1998	5

*Industry sectors of establishments that did not export after 1993*

The largest share of 1993 exporters that did not export again in following years was from Farm Products (Wholesale Industry). Twenty-seven percent of 1993 exporters that ceased exporting were from this industry. Establishments that moved out of the Farm Products (Wholesale Industry) and began exporting in a different industry are not included in this percentage. Most of their exports in 1993 were to the United States (95%), followed by Japan (3%).

After Farm Products (Wholesale Industry), the highest share of 1993 exporters that did not export again in following years were from the Construction, Transportation and Storage Industry (9%) and Employment Agencies and Personnel Suppliers (Business Service Industry) (6%).

The smallest share of 1993 exporters that did not export again in following years was from the Primary Textile Industry and Refined Petroleum and Coal Products Industry. Fewer than 1% of exporters that did not export after 1993 were from these industries. All of their exports in 1993 were to the United States.

## **New Exporters**

### *Majority of new exporters are small*

As expected, the majority of new exporters in any year had exports with a value of less than \$100,000. However, the size of new exporters in recent years has been increasing. From 1994 to 1997, new exporters with a value of exports less than \$100,000 accounted for between 54% and 58% of new exporters annually. By 1999, they accounted for 47% of new exporters. New exporters with a value of exports in the next larger size class (\$100,000 to \$999,999) accounted for 43% of all new exporters in 1999, up from approximately 38% annually from 1994 to 1997. Depending on the commodities, this increase can be attributed to an increase in the volume of exports, an increase in

prices, or a combination of both. The largest exporters accounted for the smallest share of new exporters in any year. New exporters with a value of exports of \$25 million or more accounted for approximately 0.4% of new exporters each year since 1994.

### *Four provinces account for the majority of new and existing exporters*

In every year since 1994, around 90% of all exporters came from Ontario, Quebec, British Columbia and Alberta (See Table 4.5). A similar pattern is found in the distribution for new exporters, with just under 90% residing in these four provinces. Ontario had the highest percentage share of new exporters each year (with an annual average of 43%), followed by Quebec (22%), British Columbia (15%) and Alberta (9%). The Territories<sup>6</sup> had the lowest percentage share each year, with an annual average of 0.1%, followed by Prince Edward Island (0.3%).

These patterns were even more apparent among new exporters with smaller values of exports. Every year since 1994, Ontario had the highest percentage share of new exporters with a value of exports less than \$100,000. On an annual average, 44% of these new exporters came from Ontario. This was followed by Quebec (21%), British Columbia (16%) and Alberta (9%). The Territories had the lowest percentage share each year, averaging 0.1%, followed by Prince

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6. 'The Territories' includes Yukon, the Northwest Territories and Nunavut (1999).



Edward Island (0.2%).

This pattern changes for the distribution of new exporters with a value of exports of \$25 million or more. Although Ontario continues to have the highest average annual percentage share (39%), Alberta has a significantly larger percentage share of new exporters in this class each year, with an annual average of 18%. British Columbia's average annual percentage share is 17% and Quebec's is 15%. The Territories continue to have the lowest average annual percentage share (0.6%), followed by Manitoba and New Brunswick, each with an average annual percentage share of 1.3%.

*Farm Products (Wholesale Industry) is the Leading Source of New Exporters*

While Farm Products (Wholesale Industry) show the largest share of 1993 exporters that did not export again in following years, it also has the highest share of new exporters. This reveals export volatility in this industry. Farm Products (Wholesale Industry) accounted for 26% of all new exporters in 1994. In 1999, it accounted for 27% of new exporters. From within this industry, the largest contributor of new exporters has been the Machinery, Equipment and Supplies Industries. This sector accounted for 10% of total new exporters in 1999.

The primary destination for new exporters in the Farm Products (Wholesale Industry) was the United States, accounting for 76% of their total export value in 1999. This was

followed by the European Union (6%), Japan (5%) and South America (2%). Other Countries, which is made up of a total of 203 countries not already listed, comprised 12% (see Note to Users in the Appendix).

The next highest sources of new exporters were the Employment Agencies and Personnel Suppliers (Business Service Industry) and the Construction, Transportation and Storage Industry, accounting for 8% and 7%, respectively, of new exporters in 1999.

The Beverage and Tobacco Products Industries accounted for the smallest share of new exporters. Fewer than 1% of new exporters came from this industry in 1999. All of their exports were to the United States.

*A large share of new exporters continue to export*

Seventy nine percent of the establishments that were new to the Exporter Registry in 1994<sup>7</sup> continued exporting up to 1999. Thirty percent exported every year while 49% exported in some years over this period. The remaining 21% of new exporters did not export again after their first year.

Since new exporters tend to be less stable than established exporters, it could be expected that their rates of future exporting are lower. The data

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7. Since the Exporter Registry data only starts in 1993, 'new exporters' in 1994 may include exporters that existed previously but did not export in 1993.

supports this. In 1994, 95% of exporters that were not new exporters that year continued to export throughout various years up to 1999. Seventy percent exported every year while 25% exported in some years. Only 5% did not export again after 1994.

New exporters in Quebec and Ontario were most likely to export every year. In 1994, 34% of new exporters in Quebec and 33% in Ontario continued exporting every year up to 1999. They were least likely to export every year in Newfoundland (16%).

The highest share of new exporters in 1994 that exported again in subsequent years was held by those with the largest value of exports. In 1994, 76% of new exporters with a value of exports of \$25 million or more continued to export every year up to 1999. Only 5% of new exporters in this size class did not export again. In contrast, only 23% of new exporters with a value of exports less than \$100,000 exported in all subsequent years while 26% did not export again.

### **Commodity Analysis of Exporters**

The most frequently exported commodities of establishments, as measured by the number of transactions, over the period from 1993 to 1999 are commodities made of plastics and metals.

There were some notable differences in the top commodities exported among size classes. The

primary commodities exported by small establishments (value of exports less than \$100,000) were printed matter, such as books and magazines. In comparison, establishments with total exports of \$25 million or more had large transactions in parts and accessories for motor vehicles, machinery and equipment.

*The number of commodity transactions are influenced by the country of destination and the exporter size*

**Exporters under \$100,000:** For the size class of exporters under \$100,000, the largest numbers of commodity export transactions from 1993 to 1999 were to the United States, followed by Other Countries<sup>8</sup> and the European Union.

Recurrent commodity exports of this size class differed slightly among countries. Frequent exports to the United States included plastics, printed material and various types of clothing. The European Union imported parts and accessories of motor vehicles, printed matter and prefabricated structures from Canadian exporters. Japan imported prefabricated structures and materials made of wood, metal and plastics, as well as maple sugar products, grains and cereals. Mexico imported more articles of iron, stone and steel, as well as textile materials.

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8. The Other Countries category comprises a total of 203 countries not already listed. See Note to Users in the Appendix

### **Exporters of \$25 million or more:**

For the size class of exporters over \$25 million, the largest markets for recurring commodity exports were to the United States, followed by the European Union, Other Countries, Mexico and South America.

The top commodity transactions among the countries in this group were more similar compared to those of exporters with a value of exports under \$100,000. Exports to the United States were strong in parts and accessories of motor vehicles and aircraft, as well as petroleum and coniferous products. The European Union, South America and Other Countries also ranked high in Canadian imports of motor vehicles, aircraft and parts thereof. Coniferous wood products were among the popular Canadian imports of Japan and the European Union. The most common exports to Mexico were motor vehicle parts and accessories and electrical apparatus for digital systems. South America and Other Countries also frequently imported the latter commodity.

### **Enterprises**

The Exporter Registry focuses on the establishment as the statistical unit of measure for an exporter, and all data tables in this publication are establishment-based. As previously mentioned, another popular statistical unit is the enterprise, which is identified by a complete (consolidated) set of financial statements. Enterprise statistics are available, but only for linked data. Estimates at the enterprise level are not produced for unlinked data at this

level.

This section will provide an overview of the trends of the top 50 exporting enterprises. Table 2.2 outlines the SIC-E industry classification groupings (based on the primary specialisation of the enterprise<sup>9</sup>), value and percentage of total exports for the top 50 enterprises in 1999 and 1996.

#### *High concentration of exports among largest enterprises*

Large exporting enterprises have accounted for a large share of the value of Canadian exports. In 1999, the top 50 exporting enterprises represented only 0.2% of the number of exporting enterprises but accounted for 46% of the export value. Similarly, the top 50 exporting enterprises in 1996 represented 0.2% of the number of exporting enterprises and accounted for 44% of the export value.

The Transportation Equipment industry held the largest share of the value of top exporting enterprises in both years, accounting for 25.8% of all exports in 1999 and 21.5% of all exports in 1996. The Electrical and Electronic Products Industry held the second largest share of total value in 1999 capturing 4.2% of all exports in that year. In 1996 the Mining, Quarrying and Oil Well Industry

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9. Many of the top 50 enterprises had establishments in more than one industry classification. While enterprises are grouped to an industry classification according to their primary specialisation, the information in Table 2.2 comprise the total exports of the enterprise (includes the values from all of the activities of an enterprise).

ranked second largest holding 4.3% of the total value of exports. On the other hand, the smallest shares of the top 50 exporting enterprises in both years were from the Business Service Industry.

In 1996 the top 50 exporting

enterprises were located in 16 industries. All of the industries that existed in 1996 also existed in 1999. The two additional industries comprising the top 50 exporters in 1999 were the Communication and Other Utility Industry as well as Other Industry<sup>10</sup>.

**Table 2.2 Industry breakdown of top 50 exporting enterprises by percentage of total value for 1999 and 1996**

Industry Groupings (SIC-E)	%Total Value 1999	%Total Value 1996
Transportation Equipment	25.8	21.5
Electrical and Electronic Products	4.2	4.0
Construction; Transportation and Storage	3.0	2.7
Paper and Allied Products	3.0	3.9
Mining (including Milling), Quarrying and Oil Well	2.3	4.3
Primary Metal	1.2	1.4
Wood Industries	0.8	0.9
Refined Petroleum and Coal Products	0.7	1.3
Wholesale Trade	0.6	1.3
Chemical and Chemical Products	0.6	0.7
Communication and Other Utility	0.6	0.0
Other Manufacturing	0.6	0.5
Finance and Insurance	0.5	0.7
Other	0.5	0.0
Food	X	X
Primary Textile	X	X
Rubber Products	X	X
Business Service	X	X
Total Top 50 (rounded)	46	44
Total Exporter Register Value (\$ million)	325,203	257,078
Percentage of Enterprises	0.2	0.2
Enterprise Count (linked data only)	23,421	24,794

Note: X indicates confidential data.

10. Includes service industries such as government and educational service industries.

## SECTION 3: METHODOLOGY AND DATA QUALITY

The methodology principles of the original Exporter Registry data release (1993–1997) have been applied to the 1998 and 1999 data. This section explains the basic methodology used to estimate the number of exporters by industry, size, province of residence and destination. Essentially, there are two fundamental steps involved: the linking process and the estimation of unlinked documents.

### Data Linkage Process

Statistics Canada obtains trade data from two main sources: United States Customs documents and Canada Customs and Revenue Agency documents.

In 1990, a Memorandum of Understanding (MOU) was signed between Canada and the United States on the exchange of import data. Through this MOU each country obtains a comprehensive list of exports to the partner country. This is currently the largest source of export data. All remaining data on Canadian commodity exports destined for consumption in countries other than the United States are obtained from Canada Customs and Revenue Agency documents. The data from each source have to be handled separately during the linkage process.

The data linkage process consists of three steps, explained in this section.

A flow diagram of the process for 1998 and 1999 follows this explanation.

#### *Step 1: Validate the exporter*

**Exports to the United States:** In terms of value, exports to the United States accounted for over 85% of Canada's annual total domestic exports in 1999.

Each United States Customs document has a vendor identification (ID) code attached. This code is constructed using the name and address of the exporter.

For each vendor ID code, it is necessary to

- **standardise:** each initial vendor ID code is assigned a revised/standardised municipality, based on the Statistics Canada (STC) municipality library, and a revised/standardised province (two-digit STC numeric code); and
- **unduplicate:** each initial vendor identification code for a unique exporter and location is linked to a single standard identification code for each vendor.

The duplication problem arises because descriptive information—name and address—is currently not a standardised field on the United States Customs document. For instance, the municipality of ST

JOHNS (as it is written in the STC municipality library) in Newfoundland (standardised province is '10') has been reported in several ways, including 'Saint Johns,' 'St Johns,' 'St John's,' 'Saint John,' 'Saint Jean' and 'St Jean,' and the province as 'Newfoundland,' 'Nfld,' 'Terre Neuve' and 'TN.'

This makes any automated linking exercise very difficult, because each different spelling or listing is considered a different item. An initial automated processing of the file is performed using the Postal Address Analysis System. This STC generalised application attempts to rearrange a freeform address into standardised positioned components.

**Exports to destinations other than the United States:** In terms of value, exports to non-United States destinations accounted for about 15% of Canada's annual total domestic exports.

Within each record, an exporter ID code is attached. Unlike with exports to the United States, the exporter ID code can come from various sources. The exporter ID can be a payroll deduction number, a Customs and Excise number or, since 1997, a Business Number. However, in many cases the exporter ID field is not completed. In such instances, a 'dummy' STC code is assigned and the name and address information is captured and stored. Each of the previously mentioned codes also has a repository of names and addresses.

For each exporter ID code, it is necessary to

- **standardise:** each initial exporter ID code is assigned a revised/standardised municipality, based on the STC municipality library, and a revised/standardised province (two-digit STC numeric code); and
- **unduplicate:** each initial exporter ID code for a single exporter and location is linked to a unique revised exporter ID code.

As with exports to the United States, the present descriptive information—name and address—is not standardised. Again, an initial automated processing of the file is performed using the Postal Address Analysis System.

*Step 2: Link exports to the United States and exports to non-United States destinations by name and address*

After the standardisation/unduplication processes are complete, it is possible to aggregate exports by unique exporter at the location level. This process delivers a concordance file containing many initial ID codes for U.S. and non-U.S. destinations into one standardised exporter ID.

*Step 3: Link unduplicated exporter information*

The final step is to ensure a proper linkage between the Business Register and the new file of

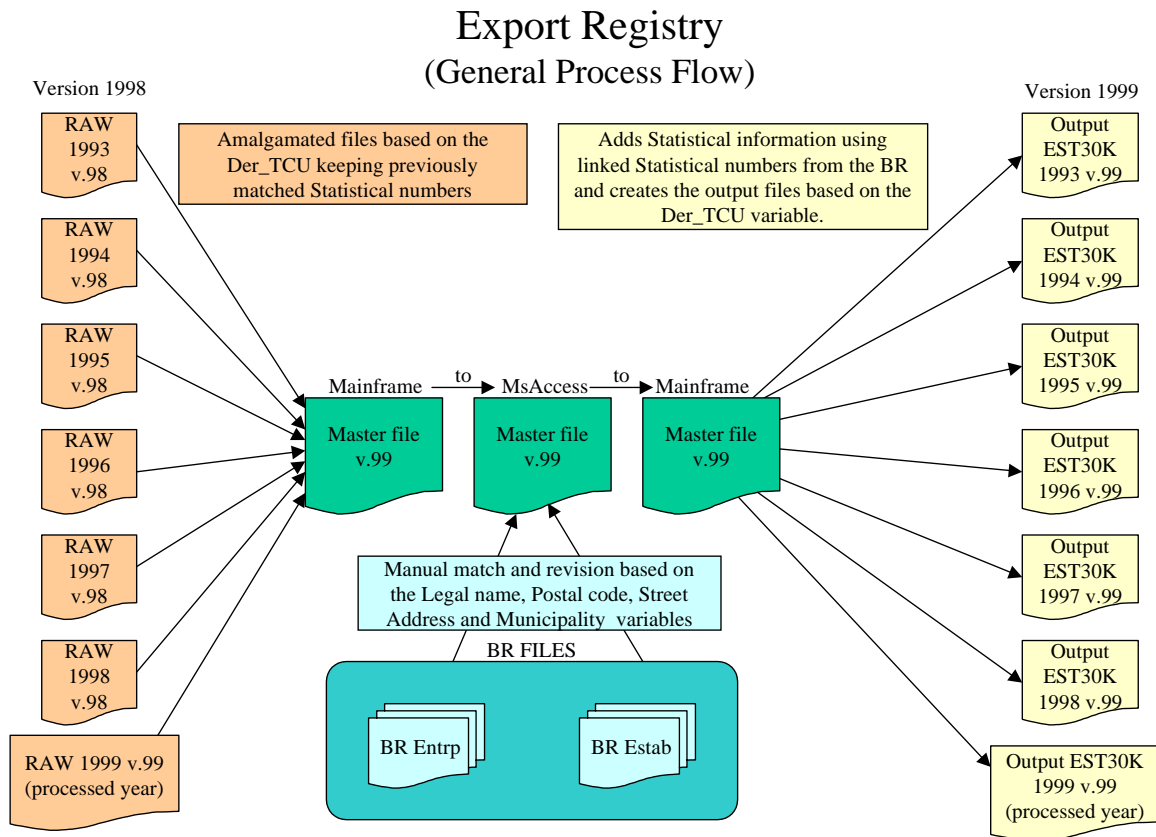
exporters from ITD. This linkage is initially done at the enterprise level and then refined to the establishment level.

**Non-residents:** Where feasible, exports by non-residents are allocated to their Canadian subsidiaries. When no Canadian subsidiary exists, non-residents are considered unlinked and Canadian exporters are estimated.

For example, if a United States corporation is listed as the exporter of record on the Customs documentation for a given domestic export from Canada, then the corporation's Canadian subsidiary, and not the U.S. establishment, will be linked as the exporter.

### Diagram 1.1 Process Flow

The process flow diagram provides a visual overview of how the different raw files are processed to reflect the 1998 and 1999 version of the Exporter Registry. The same process will be applied in subsequent years.



#### Abbreviations

v. = version  
 Der = Derived  
 TCU = Trade Collection Unit (See Glossary)  
 RAW = Raw data

Estab = EST = Establishment  
 Entrp = Enterprise  
 EST 30K = Establishments with an annual value of exports equal to and greater than \$30,000



## Estimation of the Unlinked Portion

A relatively small but significant portion of the documents was not successfully linked to the Business Registry. The number of exporters based on the linked portion therefore underestimates the size of the exporting community. Moreover, the linked portion cannot provide consistent estimates when the linkage rate changes over time. This is the case for exports to countries other than the United States, where the proportion of unlinked documents went from about 45% from 1993 to 1995 to between 8% and 10% from 1996 to 1999. However, coverage for U.S. destinations was high and relatively constant between 1993 and 1999.

The number of exporting establishments and their exports were estimated for the unlinked portion, in order to provide a more complete and reliable picture of the exporting community.

The methodology uses the patterns of the linked portion to provide estimates for the unlinked portion, following these steps:

*Step 1: Estimate the export value of the unlinked portion by SIC-E, size, province and trading area combination*

First, for 1997 to 1999, the estimated total value of non-captured documents is distributed to commodities, provinces and destinations, for inclusion in the estimates as part of the unlinked portion. These non-captured

documents are exports to non-U.S. destinations from documents with less than \$10,000 in value. This is done using the distribution of the value observed by similar recorded transaction values in the linked portion for exports to non-U.S. destinations.

Second, the export value of the unlinked portion is distributed to both SIC-E and exporter size. This is based on the relationship of the Harmonized System (HS) classes and document size groupings to SIC-E by exporter size groupings in the linked portion. For example, if the export values of apples in documents of \$30,000 to \$100,000 has been equally reported by Fruit and Other Vegetable Farms of sizes \$30,000 to \$100,000 and \$100,000 to \$1 million in the linked portion, then the value of exported apples in an unlinked \$50,000 document would be distributed equally between these two exporter sizes in this industry.

Third, the province of origin reported on the unlinked documents is used to approximate the province of residency of the exporters.

Fourth, the destination reported on the unlinked portion by SIC-E and size is distributed to various trading area combinations based on the linked patterns. For example, exports to Japan for the industry Fruit and Other Vegetable Farms of size \$30,000 to \$100,000 would be equally distributed to 'Japan Only' and to a 'Japan and Mexico' combination if this were the pattern observed in the linked portion. This

is necessary because an exporter can export to different countries. One cannot, therefore, add the number of exporters by destination to derive the total number of exporters. The distribution by trading area combination tries to split exports by 'unique exporters' where the sum of exporters by these trading area combinations equals the total number of exporters for all countries. Note that the observed distribution in 1996 was used for 1993 to 1995 because the distribution was changed significantly between 1995 and 1996 as a result of the higher linkage rate.

*Step 2: Calculate the average exports per establishment for each industry and exporter size in the linked portion*

It is assumed that this average should be the same for a given industry and size across provinces and destinations. The geometric mean formula has been used because of the uneven distribution of exports by establishment (that is, there are more small-value exporters than larger ones).

*Step 3: Estimate the number of exporters by SIC-E, size, province and destination*

Divide the exports by SIC-E, size, province and trading area combination by the average exports per establishment and size to provide counts of exporting establishments.

Estimates of the population counts by destination are obtained by

adding all of the trading area combinations for each destination in which the unlinked portion is involved. For example, for Japan, the total number of unlinked exporters for the industry Fruit and Other Vegetable Farms of size \$30,000 to \$100,000 would be the count of 'Japan Only' plus 'Japan and Mexico' and for Mexico it would be 'Mexico Only' plus 'Japan and Mexico'. This way, the exporter exporting to both Mexico and Japan is counted in both countries.

This methodology is applied to a level of aggregation that provides a balance between homogeneity of the aggregates and reliability (minimum of observations). The most detailed level of industrial classification available for establishments was the 4-digit Standard Industrial Classification (SIC-E-04). To ensure a minimum number of exporters in the linked portion, establishments were aggregated at the SIC-E-03 level or higher, to form 137 industry classes. Exporter size and destination categories used in the tables of this publication were the same as those used for aggregation. Provinces and territories were used without aggregation. Estimated counts at this level of aggregation were rounded to the closest integer value.

In cases where unlinked documents did not have the corresponding patterns in the linked portion at the detailed level, the closest pattern available was used. For example, if the linked establishments did not trade apples, then the exports of 'unlinked apples' would be distributed according to the

distribution of a more aggregated HS class for apples.

### *Results*

Estimated counts for the unlinked portion represent between 17% and 20% of the total number of exporters from 1993 to 1995, and between 6% and 11% from 1996 to 1999. This is similar to the proportion of unlinked documents over the same period, while the proportion of unlinked value is only about 5% from 1993 to 1995 and about 2% from 1996 to 1999. This reflects the fact that low-value documents are more likely to be unlinked, and to be associated with smaller-size establishments, with lower average value of exports.

### **Potential Sources of Error**

In considering the issue of data quality, it is important to highlight potential sources of error that might affect the resulting statistics. These potential sources of error reflect the unique nature of trade data in that they are derived from Customs documents from both Canada and the United States. The following are possible sources of error in the data:

- incorrect classification of commodities;
- incorrect identification of destination or origin, also known as trade misallocation (for example, erroneous reporting by some establishments of exports that go through the United States

to other countries as exports to the United States).

- trade undercoverage (failure of exporters to file export documents);
- incorrect valuation of commodities;
- data capture errors; and
- incorrect data linkages owing to judgement, clerical errors or poorly reported information.

### *Linkage Rates*

The most appropriate data quality measure for these data is to consider the linkage rates of the population. These rates indicate that on average, for the period 1993 to 1997, 85% of the documents and 96% of export value destined to the United States were linked to a valid establishment. Similarly, on average for the same period, 68% of the Customs documents and 87% of the value bound for non-U.S. destinations were linked. It should be noted that the low linkage rates in the period 1993 to 1995 are due to a lack of captured exporter information. This represents a significant achievement, considering this project started with over 200,000 Trade Collection Units to be identified, standardised and unduplicated. Table 3.1 highlights the annual linkage rates.

**Table 3.1 Data linkage rates, 1993–1999**

Data type	1993	1994	1995	1996	1997	1998	1999
	%						
Document (U.S.)	93.7	95.3	95.9	96.1	95.5	94.2	91.7
Value (U.S.)	96.7	98.4	98.1	98.4	98.2	98.2	97.6
Document (Non-U.S.)	55.9	56.8	53.5	92.2	92.6	90.6	90.0
Value (Non-U.S.)	81.0	84.1	82.4	96.5	96.2	95.9	96.1

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

*Data quality of the unlinked establishments*

In this case, two main sources of potential error—biases and variance—can affect the results.

**Biases:** The main problem with these estimates relates to biases in the linked portion patterns. The most important bias relates to the assumption that the average value per establishment is the same in both the linked and unlinked portion. This assumption means that the unlinked documents are not related to establishments already in the linked portion. This is not the case—an unknown proportion of unlinked documents is indeed related to linked establishments. This implies that the number of establishments corresponding to the unlinked portion is overestimated.

This overestimation is not believed to be too serious and is offset in some cases by the second source of biases.

The larger establishments tend to be matched more effectively to the

Business Register than the smaller ones. For example, the summary reporters' documents for larger establishments are almost all linked. This increases the average exports per establishment in the linked portion and thus creates a downward bias in the population estimates. This phenomenon was particularly evident between 1993 and 1995 for low-value export documents to countries other than United States. This explains why the non-U.S. estimates for the unlinked portion increased more rapidly than expected between 1995 and 1996.

**Variance:** If the observed exports per establishment in the linked portion vary a lot between establishments, the resulting estimates are likely to be less reliable. The variance of the population estimates is therefore directly related to the variance of the exports per establishment average. The coefficient of variation of exports by establishment (after logarithmic transformation) was 3% on average, ranging from 0% to 10%.

## SECTION 4: STATISTICAL TABLES

**Table 4.1 Exporter population by industry grouping, 1993–1999**

Industry Grouping (SIC-E)*	Number of Exporters (Establishments)						
	1993	1994	1995	1996	1997	1998	1999
Agriculture and Related Services	1,169	1,228	1,218	1,253	1,271	1,264	1,137
Fishing and Trapping; Logging and Forestry	295	338	314	327	283	272	264
Mining (including Milling), Quarrying and Oil Well	284	300	328	322	359	315	315
<b>Manufacturing (total)</b>	<b>12,630</b>	<b>13,693</b>	<b>14,812</b>	<b>14,775</b>	<b>15,541</b>	<b>15,709</b>	<b>15,698</b>
Food	1,153	1,173	1,285	1,208	1,262	1,262	1,254
Beverage; Tobacco Products	90	84	105	105	112	110	95
Rubber Products	162	158	173	172	170	176	188
Plastic Products	732	809	886	881	926	929	918
Leather and Allied Products	92	121	119	120	135	135	115
Primary Textile	123	142	146	131	147	145	150
Textile Products	197	259	281	270	276	296	302
Clothing	555	575	646	640	693	713	716
Wood	922	1,038	1,122	1,163	1,236	1,224	1,237
Furniture and Fixture	414	459	520	571	593	606	612
Paper and Allied Products	383	424	444	465	478	494	484
Printing, Publishing and Allied	471	497	564	564	596	597	577
Primary Metal	318	332	354	340	365	358	361
Fabricated Metal Products	1,762	1,982	2,064	2,056	2,205	2,256	2,261
Machinery	1,324	1,401	1,504	1,458	1,526	1,549	1,562
Transportation Equipment	824	901	975	996	990	1,037	1,019
Electrical and Electronic Products	986	1,042	1,121	1,146	1,183	1,210	1,191
Non-Metallic Mineral Products	331	369	395	408	426	430	437
Refined Petroleum and Coal	68	81	89	81	102	103	91
Chemical and Chemical Products	784	794	862	828	879	851	860
Other Manufacturing	939	1,052	1,157	1,172	1,241	1,228	1,268
Construction; Transportation and Storage	837	1,025	1,191	1,244	1,322	1,353	1,247
Communication and Other Utility	74	118	122	135	169	159	140
Wholesale Trade	5,235	5,744	6,425	7,099	7,305	6,882	6,679
Retail Trade	677	830	890	1,023	941	1,029	1,080
Finance and Insurance	465	455	499	525	540	508	512
Business Service	903	1,055	1,268	1,403	1,506	1,470	1,400
Other <sup>(1)</sup>	561	689	734	754	808	792	771
<b>Exporter Registry Total</b>	<b>23,130</b>	<b>25,475</b>	<b>27,801</b>	<b>28,860</b>	<b>30,045</b>	<b>29,753</b>	<b>29,243</b>
* Please refer to the <b>Note to Users</b> for a complete listing of inclusions.							
<sup>(1)</sup> Includes service industries such as government and educational service industries							
Source: Statistics Canada, International Trade Division, Exporter Registry							

**Table 4.2 Value of domestic exports, by industry grouping, 1993–1999**

Industry Grouping (SIC-E)*	Value of Domestic Exports (millions of Canadian dollars)						
	1993	1994	1995	1996	1997	1998	1999
Agriculture and Related Services	1,061	1,328	1,489	1,651	1,912	2,257	2,378
Fishing and Trapping; Logging and Forestry	1,342	1,711	2,048	2,308	2,487	2,004	2,034
Mining (including Milling), Quarrying and Oil Well	10,971	12,521	14,514	15,758	15,861	12,979	12,472
Manufacturing (total)	121,378	147,606	174,718	181,082	198,193	217,075	241,565
Food	4,619	5,165	5,546	6,677	7,886	8,686	9,489
Beverage; Tobacco Products	1,516	1,078	975	1,091	1,198	1,312	1,337
Rubber Products	1,606	1,892	2,069	2,128	2,510	2,967	3,317
Plastic Products	1,703	2,288	2,713	3,036	3,408	4,033	4,818
Leather and Allied Products	219	301	295	276	291	279	262
Primary Textile	940	1,093	1,299	1,464	1,605	1,630	1,649
Textile Products	438	611	718	842	925	1,110	1,296
Clothing	684	887	1,177	1,452	1,794	2,167	2,330
Wood	7,452	9,706	11,074	11,238	11,915	12,809	14,374
Furniture and Fixture	1,220	1,587	1,956	2,355	2,953	3,809	4,409
Paper and Allied Products	12,448	14,564	19,922	17,276	16,407	16,825	17,523
Printing, Publishing and Allied	632	701	946	1,041	1,221	1,483	1,664
Primary Metal	9,766	11,438	14,043	14,273	14,042	14,563	14,134
Fabricated Metal Products	4,203	5,398	6,369	7,323	7,884	9,029	9,334
Machinery	4,143	5,464	6,701	7,414	8,512	9,687	9,773
Transportation Equipment	50,246	59,756	64,631	66,358	73,235	81,697	96,709
Electrical and Electronic Products	7,134	11,444	17,207	18,362	20,420	22,430	24,615
Non-Metallic Mineral Products	966	1,333	1,616	1,842	2,074	2,305	2,563
Refined Petroleum and Coal	1,995	1,957	2,485	3,064	3,447	2,332	2,607
Chemical and Chemical Products	5,802	7,119	8,734	8,773	10,887	11,590	12,571
Other Manufacturing	3,645	3,823	4,243	4,798	5,580	6,333	6,790
Construction; Transportation and Storage	7,348	9,589	9,998	11,297	12,208	12,344	14,934
Communication and Other Utility	1,149	1,249	1,899	1,972	2,213	2,707	3,325
Wholesale Trade	24,610	27,856	28,844	31,672	33,927	32,350	34,941
Retail Trade	363	416	473	601	643	906	1,315
Finance and Insurance	3,636	4,112	4,204	4,924	5,223	4,830	4,585
Business Service	3,162	3,689	4,727	4,458	5,125	4,903	4,915
Other <sup>(1)</sup>	1,333	989	1,320	1,355	1,084	1,439	2,738
Exporter Registry Total	176,352	211,068	244,233	257,078	278,876	293,794	325,203

\* Please refer to the **Note to Users** for a complete listing of inclusions.

<sup>(1)</sup> Includes service industries such as government and educational service industries

Source: Statistics Canada, International Trade Division, Exporter Registry

**Table 4.3 Exporter population by destination and size, 1993–1999**

Destination region	Number of Exporters (establishments)						
	1993	1994	1995	1996	1997	1998	1999
United States (total)	20,513	22,830	24,614	24,724	25,786	25,812	25,704
Eastern Seaboard*	15,049	16,467	17,800	17,846	18,986	19,232	19,353
Industrial Heartland*	12,097	13,345	14,642	14,585	15,647	15,985	16,114
Midwest*	10,435	11,987	13,083	13,285	14,185	14,793	14,883
Southeast*	8,853	10,003	11,098	11,327	12,182	12,594	12,851
West*	10,139	11,459	12,637	12,752	13,608	14,024	14,116
Non-U.S. (total)	7,753	7,979	9,293	12,601	12,018	10,837	10,028
European Union*	4,142	4,063	4,626	6,867	6,145	6,049	5,685
Japan	1,706	1,709	1,993	2,576	2,405	2,177	2,012
Mexico	529	621	465	695	558	588	633
South America*	1,202	1,250	1,507	2,105	2,023	2,032	1,770
Other*	5,206	5,355	6,319	8,972	8,276	7,300	6,783
U.S. only	15,377	17,496	18,508	16,259	18,027	18,916	19,215
Non-U.S. only	2,617	2,645	3,187	4,136	4,259	3,941	3,539
Both U.S. and non-U.S.	5,136	5,334	6,106	8,465	7,759	6,896	6,489
Total	23,130	25,475	27,801	28,860	30,045	29,753	29,243
<b>Exporter Size</b>							
\$30,000 to \$99,999	6,674	7,080	7,569	7,556	7,655	6,380	6,128
\$100,000 to \$999,999	9,777	10,898	11,778	12,103	12,492	12,812	12,138
\$1,000,000 to \$4,999,999	3,927	4,298	4,909	5,258	5,649	6,012	6,199
\$5,000,000 to \$24,999,999	1,853	2,167	2,389	2,666	2,909	3,057	3,238
\$25,000,000 and over	899	1,032	1,156	1,277	1,340	1,492	1,540
Total	23,130	25,475	27,801	28,860	30,045	29,753	29,243
	<b>% share</b>						
\$30,000 to \$99,999	28.9	27.8	27.2	26.2	25.5	21.4	21.0
\$100,000 to \$999,999	42.3	42.8	42.4	41.9	41.6	43.1	41.5
\$1,000,000 to \$4,999,999	17.0	16.9	17.7	18.2	18.8	20.2	21.2
\$5,000,000 to \$24,999,999	8.0	8.5	8.6	9.2	9.7	10.3	11.1
\$25,000,000 and over	3.9	4.1	4.2	4.4	4.5	5.0	5.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Please refer to the **Note to Users** for a complete listing of inclusions.

Note: 'U.S. (total)' and 'Non-U.S. (total)' will not add up to 'Exporter Registry total' because an exporter can be included in both destination totals. The categories 'U.S. only,' 'Non-U.S. only' and 'Both U.S. and non-U.S.' will add up to the 'Exporter Registry total'.

Source: Statistics Canada, International Trade Division, Exporter Registry

**Table 4.4 Value of domestic exports by destination and size, 1993–1999**

Destination region	Value of Domestic Exports (millions of Canadian dollars)						
	1993	1994	1995	1996	1997	1998	1999
United States (total)	141,073	170,335	192,260	206,584	226,888	247,476	281,667
Eastern Seaboard*	41,852	45,151	50,001	56,297	63,022	72,468	82,051
Industrial Heartland*	60,069	77,510	87,821	88,721	94,016	96,496	108,039
Midwest*	16,261	19,836	23,417	28,192	30,580	30,822	33,733
Southeast*	8,343	10,327	12,580	13,524	15,029	17,583	20,085
West*	14,548	17,512	18,440	19,849	24,241	30,107	37,760
Non-U.S. (total)	35,278	40,733	51,974	50,494	51,988	46,318	43,536
European Union*	10,967	11,954	16,060	15,027	14,689	15,290	14,925
Japan	8,542	9,809	11,969	11,148	11,149	8,610	8,301
Mexico	798	1,049	1,119	1,214	1,225	1,393	1,535
South America*	1,865	2,448	2,881	3,151	3,761	3,237	2,398
Other*	13,107	15,473	19,945	19,955	21,164	17,788	16,377
U.S. only	95,990	117,697	128,949	119,583	137,188	155,615	186,526
Non-U.S. only	8,730	11,883	15,328	12,000	12,870	12,690	12,894
Both U.S. and non-U.S.	71,631	81,487	99,956	125,494	128,818	125,490	125,784
Exporter Registry Total	176,352	211,068	244,233	257,078	278,876	293,794	325,203
Published Total**	177,622	212,493	246,390	259,295	280,034	297,509	331,347
<b>Exporter Size</b>							
\$30,000 to \$99,999	391	413	445	446	452	384	367
\$100,000 to \$999,999	3,401	3,885	4,191	4,412	4,589	4,702	4,603
\$1,000,000 to \$4,999,999	9,098	10,025	11,622	12,322	13,362	14,329	14,880
\$5,000,000 to \$24,999,999	20,803	24,565	27,490	30,195	33,180	34,563	37,004
\$25,000,000 and over	142,659	172,180	200,485	209,703	227,294	239,817	268,349
Total	176,352	211,068	244,233	257,078	278,876	293,794	325,203
	<b>% share</b>						
\$30,000 to \$99,999	0.2	0.2	0.2	0.2	0.2	0.1	0.1
\$100,000 to \$999,999	1.9	1.8	1.7	1.7	1.6	1.6	1.4
\$1,000,000 to \$4,999,999	5.2	4.7	4.8	4.8	4.8	4.9	4.6
\$5,000,000 to \$24,999,999	11.8	11.6	11.3	11.7	11.9	11.8	11.4
\$25,000,000 and over	80.9	81.6	82.1	81.6	81.5	81.6	82.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
* Please refer to the <b>Note to Users</b> for a complete listing of inclusions.							
**'Published total' are the Canadian dollar values from Statistics Canada, International Trade Division, Total Canadian Domestic Exports. Differences from the 'Exporter Registry Total' values are due to the exclusions outlined in Section 1.							
Note: 'U.S. (total)' and 'Non-U.S. (total)' will not add up to 'Exporter Registry total' because an exporter can be included in both destination totals. The categories 'U.S. only,' 'Non-U.S. only' and 'Both U.S. and non-U.S.' will add up to the 'Exporter Registry total.'							
Source: Statistics Canada, International Trade Division, Exporter Registry							



**Table 4.5 Exporter population by province of residence, 1993–1999**

Province of Residence	Number of Exporters (establishments)						
	1993	1994	1995	1996	1997	1998	1999
<b>Newfoundland</b>							
Exporters	134	116	130	158	158	144	130
Change from previous year (%)		-13.4	12.1	21.5	0.0	-8.9	-9.7
Share of Canada Total(%)	0.6	0.5	0.5	0.5	0.5	0.5	0.4
<b>Prince Edward Island</b>							
Exporters (number)	116	117	120	115	116	120	124
Change from previous year (%)		0.9	2.6	-4.2	0.9	3.4	3.3
Share of Canada Total(%)	0.5	0.5	0.4	0.4	0.4	0.4	0.4
<b>Nova Scotia</b>							
Exporters (number)	594	610	633	689	676	642	640
Change from previous year (%)		2.7	3.8	8.8	-1.9	-5.0	-0.3
Share of Canada Total(%)	2.6	2.4	2.3	2.4	2.2	2.2	2.2
<b>New Brunswick</b>							
Exporters (number)	480	551	608	567	576	582	557
Change from previous year (%)		14.8	10.3	-6.7	1.6	1.0	-4.3
Share of Canada Total(%)	2.1	2.2	2.2	2.0	1.9	2.0	1.9
<b>Quebec</b>							
Exporters (number)	4,903	5,407	5,989	6,347	6,717	6,554	6,544
Change from previous year (%)		10.3	10.8	6.0	5.8	-2.4	-0.2
Share of Canada Total(%)	21.2	21.2	21.5	22.0	22.4	22.0	22.4
<b>Ontario</b>							
Exporters (number)	11,019	12,054	13,234	13,462	13,991	14,042	13,720
Change from previous year (%)		9.4	9.8	1.7	3.9	0.4	-2.3
Share of Canada Total(%)	47.6	47.3	47.6	46.6	46.6	47.2	46.9
<b>Manitoba</b>							
Exporters (number)	833	946	911	987	988	982	952
Change from previous year (%)		13.6	-3.7	8.3	0.1	-0.6	-3.1
Share of Canada Total(%)	3.6	3.7	3.3	3.4	3.3	3.3	3.3
<b>Saskatchewan</b>							
Exporters (number)	432	502	521	536	557	535	511
Change from previous year (%)		16.2	3.8	2.9	3.9	-3.9	-4.5
Share of Canada Total(%)	1.9	2.0	1.9	1.9	1.9	1.8	1.7

(continued)

**Table 4.5 Exporter population by province of residence, 1993–1999**  
(continued)

Province of Residence	Number of Exporters (establishments)						
	1993	1994	1995	1996	1997	1998	1999
<b>Alberta</b>							
Exporters (number)	1,460	1,674	1,824	1,998	2,103	2,096	2,094
Change from previous year (%)		14.7	9.0	9.5	5.3	-0.3	-0.1
Share of Canada Total(%)	6.3	6.6	6.6	6.9	7.0	7.0	7.2
<b>British Columbia</b>							
Exporters (number)	3,129	3,485	3,814	3,998	4,161	4,054	3,969
Change from previous year (%)		11.4	9.4	4.8	4.1	-2.6	-2.1
Share of Canada Total(%)	13.5	13.7	13.7	13.9	13.8	13.6	13.6
<b>Yukon Territory</b>							
Exporters (number)	26	7	8	X	X	X	X
Change from previous year (%)		-73.1	14.3	X	X	X	X
Share of Canada Total(%)	0.1	0.0	0.0	X	X	X	X
<b>Northwest Territories**</b>							
Exporters (number)	3	5	8	X	X	X	X
Change from previous year (%)		66.7	60.0	X	X	X	X
Share of Canada Total(%)	0.0	0.0	0.0	X	X	X	X
<b>Canada</b>							
Exporters (number)	23,130	25,475	27,801	28,860	30,045	29,753	29,243
Change from previous year (%)		10.1	9.1	3.8	4.1	-1.0	-1.7
Share of Canada Total(%)	100	100	100	100	100	100	100
* Yukon and Northwest Territories have been combined with British Columbia for the years 1996 to 1999.							
** Nunavut is combined with Northwest Territories for 1999.							
Source: Statistics Canada, International Trade Division, Exporter Registry							

**Table 4.6 Value of domestic exports by province of residence, 1993–1999**

Province of Residence	Value of Domestic Exports (millions of Canadian dollars)						
	1993	1994	1995	1996	1997	1998	1999
<b>Newfoundland</b>							
Export Value	983	665	1015	1294	1395	1290	1591
Change from previous year (%)		-0.3	0.5	0.3	0.1	-0.1	0.2
Share of Canada Total(%)	0.6	0.3	0.4	0.5	0.5	0.4	0.5
<b>Prince Edward Island</b>							
Export Value	253	334	366	384	444	563	624
Change from previous year (%)		32.3	9.4	4.9	15.8	26.9	10.8
Share of Canada Total(%)	0.1	0.2	0.1	0.1	0.2	0.2	0.2
<b>Nova Scotia</b>							
Export Value	2,341	2,569	2,965	3,184	3,796	3,802	4,333
Change from previous year (%)		9.7	15.4	7.4	19.2	0.2	14.0
Share of Canada Total(%)	1.3	1.2	1.2	1.2	1.4	1.3	1.3
<b>New Brunswick</b>							
Export Value	3,201	3,802	4,738	4,829	4,963	4,911	5,550
Change from previous year (%)		18.8	24.6	1.9	2.8	-1.0	13.0
Share of Canada Total(%)	1.8	1.8	1.9	1.9	1.8	1.7	1.7
<b>Quebec</b>							
Export Value	29,330	35,964	46,959	47,659	52,210	57,956	62,184
Change from previous year (%)		22.6	30.6	1.5	9.5	11.0	7.3
Share of Canada Total(%)	16.6	17.0	19.2	18.5	18.7	19.7	19.1
<b>Ontario</b>							
Export Value	92,656	110,629	122,273	129,388	141,061	152,834	171,560
Change from previous year (%)		19.4	10.5	5.8	9.0	8.3	12.3
Share of Canada Total(%)	52.5	52.4	50.1	50.3	50.6	52.0	52.8
<b>Manitoba</b>							
Export Value	4,445	5,874	7,013	10,255	10,656	9,762	9,899
Change from previous year (%)		32.2	19.4	46.2	3.9	-8.4	1.4
Share of Canada Total(%)	2.5	2.8	2.9	4.0	3.8	3.3	3.0
<b>Saskatchewan</b>							
Export Value	2,957	3,428	4,003	4,186	4,595	4,616	5,160
Change from previous year (%)		15.9	16.8	4.6	9.8	0.5	11.8
Share of Canada Total(%)	1.7	1.6	1.6	1.6	1.6	1.6	1.6

(continued)

**Table 4.6 Value of domestic exports by province of residence, 1993–1999**  
(continued)

Province of Residence	Value of Domestic Exports (millions of Canadian dollars)						
	1993	1994	1995	1996	1997	1998	1999
<b>Alberta</b>							
Export Value	18,879	21,786	25,681	30,566	32,853	30,819	35,476
Change from previous year (%)		15.4	17.9	19.0	7.5	-6.2	15.1
Share of Canada Total(%)	10.7	10.3	10.5	11.9	11.8	10.5	10.9
<b>British Columbia*</b>							
Export Value	21,278	25,991	29,179	25,333	26,902	27,239	28,826
Change from previous year (%)		22.1	12.3	-13.2	6.2	1.3	5.8
Share of Canada Total(%)	12.1	12.3	11.9	9.9	9.6	9.3	8.9
<b>Yukon Territory</b>							
Export Value	28	4	2	X	X	X	X
Change from previous year (%)		-85.8	-60.5	X	X	X	X
Share of Canada Total(%)	0.0	0.0	0.0	X	X	X	X
<b>Northwest Territories**</b>							
Export Value	1	23	40	X	X	X	X
Change from previous year (%)		1,827.6	74.3	X	X	X	X
Share of Canada Total(%)	0.0	0.0	0.0	X	X	X	X
<b>Canada</b>							
Export Value	176,352	211,068	244,233	257,078	278,876	293,794	325,203
Change from previous year (%)		19.7	15.7	5.3	8.5	5.3	10.7
Share of Canada Total(%)	100	100	100	100	100	100	100
* Yukon and Northwest Territories have been combined with British Columbia for the years 1996 to 1999.							
** Nunavut is combined with Northwest Territories for 1999.							
Source: Statistics Canada, International Trade Division, Exporter Registry							

## Appendix : Notes to Users

### United States groupings

Eastern Seaboard	Southeast	Midwest	Industrial Heartland	West
Connecticut	Alabama	Colorado	Illinois	Arizona
Delaware	Arkansas	Iowa	Indiana	Alaska
District of Columbia	Florida	Idaho	Kentucky	California
Maine	Georgia	Kansas	Michigan	Hawaii
Maryland	Louisiana	Minnesota	Ohio	Oregon
Massachusetts	Mississippi	Missouri	Wisconsin	Nevada
New Hampshire	Puerto Rico	Montana		Washington
New Jersey	South Carolina	North Dakota		
New York	Tennessee	Nebraska		
North Carolina	U.S. Virgin Islands	New Mexico		
Pennsylvania		Oklahoma		
Rhode Island		South Dakota		
Vermont		Texas		
Virginia		Utah		
West Virginia		Wyoming		

### Non-U.S. groupings

European Union	South America	Other
Andorra	Argentina	This category comprises 203 countries not already listed in other categories.
Austria	Bolivia	
Belgium	Brazil	
Germany	Chile	
Denmark	Colombia	
Spain	Ecuador	
Finland	Falkland Islands	
Faeroe Islands	French Guyana	
France	Guyana	
Greece	Peru	
Ireland	Paraguay	
Italy	Surinam	
Luxembourg	Uruguay	
Monaco	Venezuela	
Netherlands		
Portugal		
Sweden		
San Marino		
United Kingdom		
Vatican City		

**Industry groupings**

<b>Industry groupings</b>	<b>Corresponding SIC-E code</b>
Agricultural and Related Service	0111 – 0239
Fishing and Trapping; Logging and Forestry	0311 – 0511
Mining (including Milling), Quarrying and Oil Well	0611 – 0929
<b>Manufacturing (total)</b>	<b>1011 – 3999</b>
Food	1011 – 1099
Beverage; Tobacco Products	1111 – 1221
Rubber Products	1511 – 1599
Plastic Products	1611 – 1699
Leather and Allied Products	1711 – 1719
Primary Textile	1811 – 1831
Textile Products	1911 – 1999
Clothing	2431 – 2499
Wood Industries	2511 – 2599
Furniture and Fixture	2611 – 2699
Paper and Allied Products	2711 – 2799
Printing, Publishing and Allied	2811 – 2849
Primary Metal	2911 – 2999
Fabricated Metal Products	3011 – 3099
Machinery	3111 – 3199
Transportation Equipment	3211 – 3299
Electrical and Electronic Products	3311 – 3399
Non-Metallic Mineral Products	3511 – 3599
Refined Petroleum and Coal Products	3611 – 3699
Chemical and Chemical Products	3711 – 3799
Other Manufacturing	3911 – 3999
Construction; Transportation and Storage	4011 – 4799
Communication and Other Utility	4811 – 4999
Wholesale Trade	5011 – 5999
Retail Trade	6011 – 6921
Finance and Insurance	7011 – 7611
Business Service	7711 – 7799
Other	8111 – 9999

**Source:** Standard Industrial Classification for Establishments (1980).

## GLOSSARY

### **Business Number (BN)**

The Business Number (BN) was introduced by Revenue Canada (now the Canada Customs and Revenue Agency or CCRA) in 1994 as a means of integrating all of the Revenue Canada programs (accounts) under one common (number) identifier. Hence, each enterprise/business entity receives an identification number that is used by the enterprise to report its financial data on goods and services tax (GST), Customs (import/export), corporate taxes (T2) and source deductions (payroll deduction accounts—PD). The BN replaces the PD/T2 numbers from Revenue Canada.

### **Business Register (BR)**

The BR is a structured listing of businesses engaged in the production of goods and services in Canada. This register includes incorporated businesses, unincorporated businesses, commercial enterprises, non-profit organizations, religious organizations, government departments and government institutions for all of the industrial sectors of the economy. The BR includes all incorporated employer businesses and incorporated non-employer businesses with estimated gross business income of GST sales greater than \$1. For unincorporated businesses, the BR includes all employer businesses with gross business income greater than \$1,

and non-employer businesses with GST sales greater than \$30,000.

### **Country of Destination**

This is a field that appears on the Customs export declaration form. Exports are attributed to the country that is the last known destination of the goods at the time of export. Exports to the United States are normally attributed to the state of destination.

### **Enterprise**

The enterprise is a unit of observation where entities (such as establishments) under common control and ownership are grouped. It is the level where consolidated financial reports are produced.

### **Establishment**

An establishment is the unit of observation normally associated with economic activity such as production or exports. It is the unit of observation for the Exporter Registry program.

### **Export Declaration (B13a)**

This is the Canada Customs Revenue Agency document for the exportation of goods from Canada to non-U.S. destinations.

### **Exporter**

For purposes of the Exporter Registry, an exporter is defined as an establishment engaged in the exportation of domestically produced goods from an annual threshold of \$30,000.

**Harmonized System Commodity Classification (HS)**

The HS is a commodity classification system. It is an international six-digit 'root' that classifies goods on the basis of what they are, not according to their stage of fabrication. It is logically structured by economic activity or component material.

**New Exporters**

These are exporters that appear on the Registry for the first time, either because they just started operations or they managed to exceed the threshold.

**Province of Origin**

This represents the province in which goods were grown, extracted or manufactured.

**Province of Residence**

This represents the province where the exporting establishment is located.

**Standard Industrial Classification for Establishments (SIC-E)**

Revised in 1980, this classification groups firms according to their productive output. It should be noted that the productive output of a firm and what it exports can be two different things.

**Trade Collection Unit (TCU)**

This represents a set of information about an exporter, such as name, address and exporter code.